MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK3074 – GLOBAL MARKETING
(All sections / Groups)

30 MAY 2016
09:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 4 Questions only excluding the cover page.

2. Answer All FOUR (4) questions.

3. The distribution of the marks for each question is given.

4. Please write your answers in the Answer Booklet provided.

QUESTION 1

a) In a recent interview, a brand manager at Company A noted, "Historically, we used to be focused on discovering the common hopes and dreams within a country, but now we're seeing that the real commonalities are in generations across geographic borders." What is the significance of this comment in terms of segmenting and targeting?

(10 marks)

b) What are some of the pitfalls in assessing market potential and choosing target markets or segments?

(8 marks)

c) Assume that the market segment is judged to be large enough, and the strong competitors are either absent or deemed to be vulnerable, then is it safe to enter the country? Justify your answer by giving reasons.

(7 marks)

(Total: 25 marks)

QUESTION 2

a) Coca-Cola has developed several branded drink products for sale only in Japan, including a noncarbonated ginseng-flavored beverage. Using this as an example, outline the differences between local brand and global brand.

(7 marks)

b) If a label on a product states "Made in Thailand," and a similar product has a label "Made in Germany," then why do consumers consider the latter to be better than the former?

(8 marks)

c) Describe the factors that should be considered in developing new products for international markets with particular emphasis on the consequences for not adequately testing new products.

(10 marks)

(Total: 25 marks)

QUESTION 3

a) Dell's rise to a leading position in the global PC industry was based on Michael Dell's decision to bypass conventional channels by selling direct and by customizing computers. Discuss the importance of channel innovation, giving examples of piggyback marketing in emerging markets.

(8 marks)

b) Companies entering emerging markets for the first time must exercise particular care in choosing a channel intermediary. Generally, a local distributor is required. What are some of the guidelines that should be considered in selecting a distributor in order to avoid any problems?

(7 marks)

c) An export administrator, Beth Dorrell, notes, "A commodity raw material from Africa can be refined in Asia, then shipped to South America to be incorporated into a component of a final product that is produced in the Middle East and then sold around the world. In light of this statement, list and briefly describe the distribution activities.

(10 marks)

(Total: 25 marks)

QUESTION 4

a) The Internet's powerful capabilities and increasing importance have resulted in a criticism that evident itself in various ways. Giving examples, explain how this statement can be true.

(7 marks)

b) What are some of the issues that need to be addressed when setting up for global e-commerce?

(8 marks)

c) Briefly review Christensen's five principles of disruptive innovation.

(10 marks)

(Total: 25 marks)

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